

Attachment C - Management & Technical Information

See Attached

## **LARRY A. LUNA**

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### **Objective**

**President & CEO**

### **Summary of Qualifications**

- **President, Network Communications**
- **Twenty-five years of business development experience**
- **Direct Supervisor of all firm employees**
- **Eight years experience in communications field**
- **Manager & Problem solver – able to manage multiple projects simultaneously**
- **Strong people and team building skills**

### **Relevant Skills**

- **Able to manage start-up environments to profit**
- **Quick to recognize staff strengths and weaknesses and quickly reorganize**
- **Able to quickly develop new product categories consistent with corporate assets**
- **Able to perform under extreme pressure to meet client needs**
- **Bottom line**

### **Planning and Organizational Skills**

- **Able to service more than 200 customers using multiple services by setting priorities, delegating tasks and planning work to meet deadlines and customer needs.**
- **Develop customized financial measurements to improve and assure customer and corporate profitability.**
- **Developed multiple wholesale and retail marketing strategies to produce market revenue.**

### **Supervisory Skills**

- **Able to supervise multiple business operations simultaneously**
- **Review daily sales journal by customer, by marketing rep, and daily operational procedures**
- **Review of weekly A/R, A/P and program profitability**
- **Review monthly operating and financial statements**

## **Budget Skills**

- Designed National Marketing Campaign and Trade Show strategy
- Designed Motivational Agent Compensation programs
- Counsel customers on alternate profit strategies

## **People Skills**

- Work with staff on communication and sales skills
- Adept at recruiting and retaining new customers and employees
- Experienced in negotiating contracts and issues at any level

## **Work Habits**

- Competent – started with my company as an agent and worked my way up to general sales manager, then president and partner.
- Loyal – have had three employers in the 23 years since my original graduation from college, and some employees for the last eight years.
- Hardworking – accustomed to working long hours when necessary to meet deadlines.
- Responsible – worked to put myself through college. Changed careers and started over and worked my way through the ranks.

## **Employment History**

1993 – present	Agent, General Sales Manager, President - Network Communications
1980 – 1993	Vice President Marketing – Richardson Appliance
1978 – 1980	Regional Sales Manager – Maytag Company

## **Education & Clubs**

Stephen F. Austin State University	1978 BBA Marketing & Management
JJ Pearce High School	1973 Graduated

Member of General Electric Retail Dealer Council

Member of Narda

Member of Phi Delta Theta Social Fraternity